

BRINGING

COMMUNITY SERVICE

HOME

Minnesota

2005



 *Minnesota Broadcasters' Community Service*

Minnesota Broadcasters Association



Minnesota Broadcasters

Bringing Community Service Home

20
05

“My staff and I are so happy to be involved in our communities in these ways. It is a wonderful privilege to support local people and local organizations in the way we do.”

Brett Paradis KXRA/KX92/KXRZ
owner/manager

Community Service

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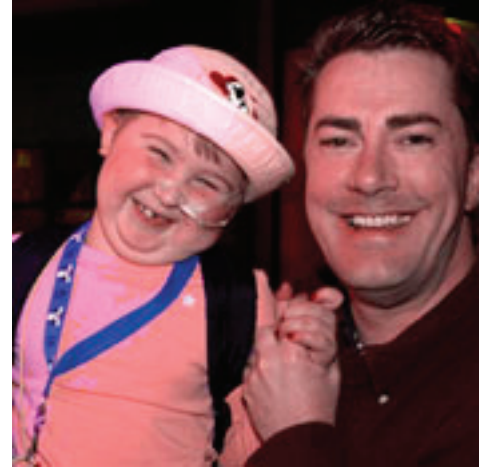
Minnesota Public Affairs Summary



“Broadcasters have a mandate
to serve the public interest of
the communities in which
they operate”



Broadcasters have a mandate to serve the public interest of the communities in which they operate. Given the diversity of communities in the United States, there is a multitude of needs which could be and are addressed over the public airwaves by broadcasters. Indeed, broadcasters are recognizably in a very unique position – every station in the country is a local station and very much a part of the community it is licensed to serve.



Public affairs activities are an integral part of broadcast stations' community involvement. Through public affairs activities, stations help increase awareness of issues that affect their audiences. Radio and television broadcasters invest both programming and non-programming time and efforts to educate and involve their communities. Programming activities include, but are not limited to, public service announcements wherein stations donate valuable commercial time for messages alerting the public about health threats and other issues. Stations also produce public affairs programs featuring in-depth discussions of problems and remedies. In addition to these programming efforts, broadcasters initiate or are involved in many activities and community groups aimed at educating and involving their communities.

While the ways in which broadcasters are involved in their communities may seem similar, every local broadcaster's efforts are different. Public service campaigns undertaken by stations nationwide integrate on-air and off-air efforts. Additionally, since each station cannot address every need of its given community as its top priority, stations each focus on different needs, thus addressing overall the diversity of issues within a community. In any given community, the local broadcasters' unique responses and approaches to the diversity of issues is also supplemented by major national efforts.

Our state association, in partnership with the National Association of Broadcasters, conducted a survey of television and radio stations in Minnesota to determine the extent of station participation in public affairs activities. A variety of methodologies were employed to reach stations – with mail, fax, and Internet surveys sent out between January and April 2006. The response rate of Minnesota broadcasters was 61%, as 8 of the 15 commercial television stations licensed to the state (53%) are represented in the data, as are 155 of the 252 radio stations (62%).

The census revealed that Minnesota radio and television stations contributed approximately 248 million dollars worth of service to their communities during 2005. The data were collected, tabulated and analyzed by Public Opinion Strategies, an Alexandria, Virginia-based opinion research firm.

Donating Time, Raising Money, and Responding to Community Needs



MINNESOTA

Using mean figures to derive a per-station total, responding Minnesota TV stations report running approximately 202 PSAs per week, with radio stations running 165. These figures combine all PSA spot times – from ten seconds or less up to 60 second PSAs. Using the reported rate charged for each of these spot lengths, these PSAs translate into a mean cumulative amount of \$2,586,708 a year per TV station responding, and \$330,654 per radio station responding.

The cumulative statewide totals based on these data show the total PSA value for Minnesota TV stations as \$38,800,621 and \$83,324,827 for radio stations.

All responding Minnesota TV stations (100%) and radio stations (100%) say they help charities, charitable causes or needy individuals by fund-raising or offering some other support. The mean amount raised by these TV stations was \$2,665,302, with responding radio stations reporting a mean of \$180,864. The projected cumulative amounts for this charitable giving is \$39,979,530 for TV stations and \$45,577,728 for radio stations who conducted some fundraising during the time period examined.

All responding Minnesota TV stations (100%) and nearly all responding radio stations (98%) were involved in either on-air campaigns – either through local news broadcasts, PSAs, or public affairs programming – or off-air activities to aid the victims of disasters. This is a sharp increase from the last survey, with considerable focus on this area by stations in light of the recent hurricanes in the southern United States and the tsunami relief efforts in Asia.

As one of the results of these efforts, TV broadcasters in the state reported raising \$8,608,410 in direct contributions or pledges related to disaster relief during 2005, while radio broadcasters reported raising \$31,415,534, for a projected cumulative amount of \$40,023,944.

PSAs also focus largely on local issues. Among responding TV stations, respondents say that an average of 75% of PSA time is devoted to local issues; the percentage of PSAs devoted to local issues among responding radio stations was 54%.



Broadcasters Addressing Important Topics

The following table examines some specific issues and the responses by responding stations. As in previous years, broadcasters continue to devote time and resources to addressing important and relevant topics.

Each respondent was asked to respond whether their station aired PSAs, locally produced public affairs programs/segments (not including news broadcasts), or news segments on each of the following topic areas. The numbers here are the percentages of all state TV and radio stations who say they have addressed a particular topic through one of those methods:

	TV			Radio		
Issue	PSA	PA Program	News Segment	PSA	PA Program	News Segment
AIDS	88%	38%	75%	58%	29%	41%
Alcohol Abuse	100%	50%	75%	90%	62%	69%
Adult Education/Literacy	75%	50%	75%	80%	53%	58%
Anti-Crime	100%	63%	75%	85%	60%	62%
Anti-Smoking	100%	63%	75%	87%	49%	62%
Anti-Violence	100%	75%	88%	96%	71%	71%
Breast Cancer/Women's Health	100%	63%	75%	95%	63%	67%
Children's Issues	100%	75%	88%	93%	76%	70%
Drinking During Pregnancy	50%	25%	63%	46%	24%	32%
Drunk Driving	100%	50%	88%	99%	70%	72%
Drug Use/Abuse	88%	63%	88%	92%	69%	75%
Homeland Security Issues	88%	50%	75%	56%	37%	56%
Hunger/Poverty/Homelessness	88%	75%	75%	75%	65%	63%
Fundraisng Drives	88%	63%	88%	96%	84%	80%

KXRA /KX92/KXRZ Alexandria

These stations enjoy helping those in need. For example: working together with the Jaycees, they raised over \$100,000 during the Jaycees Jingle Bells Telethon.

In addition, backpacks valued at \$5,250 were donated for the Back to School Backpacks program.

They also packaged over 59,000 meals for Kids Against Hunger, and raised 1,500 pounds of food for Outreach Foodshelf.

“My staff and I were happy to be involved in our communities in these ways, and in so many others,” said owner/manager Brett Paradis. “It is a wonderful privilege to support local people and local organizations in the way we do.”

KXRA/KX92/KXRZ also provided air time to Safe & Sober Campaigns, Local Bloodmobile, Alexandria Unity Foundation, Runestone Regional Learning Center, Habitat for Humanity, Alexandria Youth Hockey Association, Alexandria Literacy Project, Lakes Area Humane Society, Rotary, Kiwanis, and Sertoma Clubs, Lakes Area United Way, and Lakes Area Groundwater Festival.

WJYY FM Baxter

WJYY accomplished a full spectrum of community service in 2005. A record 1,836 pints of blood were donated to the Red Cross. Nearly \$1,000,000 in charitable donations were raised. Over 2,000 articles of warm winter clothing were collected for children. Almost 600 food baskets for the holidays were gathered.

In addition, WJYY's Radiothon to End Child Abuse marked its 12th year on Dec 1st, 2005. The over half-million dollars raised in the previous 11 years were certainly making an impact, but, a new problem had arisen: Rural meth labs had caused a fresh wave of child abuse and neglect by addicted parents. Spurred by this newest danger, the community came together and pledged \$107,089, besting the old record by \$15,000.

On a daily basis, WJYY's noontime twenty-minute “Community Focus” program provides listeners with advice from 245 different experts. The community receives information about health and safety, education, local government, the environment, and many other important components of community life.

KIKV FM Alexandria

In 2005, KIKV broadcast its 16th annual Radiothon to End Child Abuse. For 23 continuous hours, listeners heard the hard facts about child abuse and how to end the vicious cycle. The event was designed to educate the public, increase awareness, increase existing community resources, and to raise funds for Prevent Child Abuse Minnesota.

KIKV covers 9 counties in Central Minnesota where awareness of domestic abuse is vital. Victims are often isolated with the radio being their primary source of related information.

The community is in full support. Its members pledge money, contribute auction items, and offer incentives to their customers.

The 2005 event raised a record \$53,000.



KSTP & KSTC TV Twin Cities

KSTP and KSTC joined forces with the VFW for the third consecutive year to support “Operation Uplink” during the holiday season. The two stations have generated over \$163,000 in their fundraising efforts over the past three years.

“We’d like to thank Hubbard Broadcasting for everything they’ve done over the past three years to support this initiative for us,” said Linda Ferguson, National VFW Operation Uplink Manager.

The stations hosted three days of in-studio news hotlines to raise money during December. Checks were also accepted throughout the month.

Operation Uplink, a program that distributes free 15-minute phone cards to military personnel overseas, is funded entirely by donations from the public and private sector. All local donations go to military personnel from Minnesota and Western Wisconsin.



KUOM Radio K Twin Cities

Radio K undertook a flurry of community services initiatives in 2005.

In February, they hosted “Hip Hop for the Homeless” at the First Avenue Mainroom. Guests included Sage Grancis, SoLilloquists of Sound, Hartmand and Medida.

Next up Radio K worked with People Serving People, one of the largest providers of emergency housing and housing-related services in Minnesota. The organization has a broad range of programs and services designed to address the adult barriers to housing and employment, and to address the educational, emotional, and recreational needs of families. Radio K raised over \$1,000 for PSP.

Radio K also participated in the “U Light up the Night Safety Block Party” that brought attention to safety issues on campus.

Radio K then sponsored Rock for Darfur, a show that benefited relief efforts in Darfur, Sudan. The relief efforts were headed by American Refugee Committee that runs medical clinics, provides clean drinking water, and distributes critical supplies in several large refugee camps near Nyala in South Darfur. The region was in the midst of a civil war between the government supported Janjaweed militia and indigenous rebel groups.

In addition, Radio K sponsored the Tsunami benefit show at the Triple Rock.

KAAL 6 TV Austin

In its fourth season, KAAL again produced the well- received OUR TOWN program. The segments featured interviews with city officials, local leaders, and event coordinators. Features included local entertainers and recipe information.

The producers aimed to find the unique distinctions of each local town in an effort to increase tourism. These showcases fostered community pride and gave those living in surrounding areas

interesting things to see and do close to home.

OUR TOWN is a station-wide team effort that involves every department at KAAL TV.

KFAN Twin Cities

KFAN regularly rallies listeners, clients and friends to support Friends of Spinal Muscular Atrophy. Morning show host and former Minnesota Viking, Mike Morris, and KFAN have supported the charity since 1999.

In 2005 alone, KFAN sponsored the Super Star’s Shoot Out for SMA (a clay shoot), the Super Star’s Gala for SMA (an event which raised over \$140,000) and the Super Star’s Golf Classic for SMA (raising another \$40,000 for the group).

The Spinal Muscular Atrophy organization recognized KFAN as its number one fundraiser and presented the station with the 2005 Golden Butterfly Award.

KTTB B96 Twin Cities

KTTB began 2005 with an auction to benefit tsunami victims half a world away, and ended the year with “Stuck on the Truck”! In between, KTTB dedicated over 80 hours of broadcast time and \$200,000 worth of promotional announcements in an effort to improve the lives of their neighbors.

When stations across the state were wondering how to help after Hurricane Katrina, KTTB stepped forward. Along with Clear Channel and the Minnesota Broadcasters Association, the largest radiothon in the country was initiated: StormAID.

KTTB also coordinated a massive, four-month United Negro College Fund campaign. Through KTTB, Radio One, Inc. broadcast 10,000 UNCF messages with a value of \$1,000,000.

In addition, KTTB runs Metro Focus, which covers issues such as methamphetamine use, the war in Iraq, job skills training, school financing and more.

Other organizations KTTB partners with include Life Campaign, Diversity Job Fairs, Twin Cities Animal Humane Society, Twin Cities Volunteerism Campaign, Red Door Clinic, Celebration of Black Music, Minnesota Coalition for Battered Women, and Heal the Hood.

Finally, in November of 2005, KTTB and its staff promoted the plight of Minnesota Food Shelves, through “Stuck on the Truck.” During the campaign, KTTB made announcements educating listeners about the people in their community who go hungry every day. Morning show host Ton E. Fly was stuck on the truck until it was filled with donations!

Channel 23 WUCW TV Twin Cities

The WB Minnesota continues to do more work in the community each year. They are proud to promote the efforts of Partnership for a Drug Free America. On-site, the assistant chief engineer also gives boy scouts tours of the facility. The tour educates the

scouts about the broadcast business and how various departments combine effectively. They are also proud to support the Conclave, a local non-profit organization that promotes scholarships in the broadcasting and music industry.

As a gesture of good will, the WB creates a public service campaign for the Minnesota Brain Injury Association to promote Brain Injury Awareness month. The WB is also active in give-aways at Fairview Children's Hospital, and at Grand Old Days in St. Paul.



KS95 Twin Cities

In September 2003, Moon & Staci decided to embrace breast cancer research as their charity of choice. Just one month later, Staci was watching TV with one of her cats resting on her chest. When she moved the cat to see the TV better, she noticed a lump in her own breast. After an MRI, ultrasound and biopsy, Staci was diagnosed with breast cancer in November 2003. Staci shared her diagnoses with her listeners in an effort to lend support to others dealing with the same disease and to increase awareness. After returning from her honeymoon with her husband Tony, Staci underwent surgery for a mastectomy and reconstruction. She spent the month of January 2004 recuperating while broadcasting from her home. "Team Moon & Staci" was created to help KS95's listeners participate in the Race for the Cure on behalf of their favorite afternoon personalities.

KS95's listeners are invited and encouraged to participate in the Susan G. Komen Race for the Cure on Mother's Day in Minneapolis.

In addition, after a live 60 hour broadcast, KS95 presented a check in the amount of \$1,001,102 to both Gillette Children's Specialty Healthcare and the Children's Cancer Research Fund at the "KS95 for Kids" Radiothon finale at Ridgedale Center.

Finally, KS95 hosted the 7th Annual "KS95 for Kids" Radiothon donating countless hours to encourage listeners to help kids fighting cancer and children with disabilities. To date, over \$7.5 million has been raised locally for Gillette Children's Specialty Healthcare, a hospital that treats children with disabilities, and for the Children's Cancer Research Fund, which supports research and training in the cure, prevention and treatment of childhood cancer.

KTTC TV Rochester

KTTC-TV marked its 51st year partnering with the local Eagles Lodge by producing and airing a 20-hour telethon to raise money for cancer research.

The telethon began during a time when most medical research was being directed toward polio, and it was actually a sportscaster who pioneered the idea of raising money for those with cancer.

In its first year, 1954, the telethon raised \$3,700. In 2003, the number was at \$702,900, and by the year 2005 it had reached \$710,000! Over the years the telethon has raised over 9 million dollars. Quite a feat for a small market station in the 152 DMA!

More amazing is that there are no celebrities in the KTTC/Eagles Cancer Telethon. The entertainment is provided entirely by local community talent such as singers, tap dancers, and rock bands. KTTC sports, news, and weather talent serve as host.

Recipients of the money include the Mayo Clinic, University of Minnesota, and the Hormel Institute of Research.



Clear Channel Twin Cities

Clear Channel Minneapolis and Go East Design partnered with the Tubman Family Alliance to promote the prevention of family violence through radio and outdoor advertising.

Over 600 radio spots and 100 billboards bearing the message, "He's turning out just like you. Show him life without abuse." reminded parents that children learn behaviors from them.

"If a child is raised in an abusive home, he or she is more likely to be involved in unhealthy relationships as an adult," said Beverly Dusso, Executive Director of Tubman Family Alliance.

Minneapolis Mayor R. T. Rybak, who helped unveil the campaign, said, "Our whole community -- men, women, and children, needs to think about and respond to the issue of family violence. Our hope is that parents seeing the billboards and hearing the radio spots will recognize behaviors and stop the intergenerational cycle of violence."

More than \$280,000 of advertising money was spent on the campaign.

In addition, Clear Channel teamed up with the City of Minneapolis to promote "Done Smokin', Still Hot", a campaign

to highlight the benefits of socializing in a smoke-free environment. Clear Channel donated over \$150,000 in air time and outdoor space to the effort.

“Clear Channel stepped up to the plate with tremendous in-kind support at a crucial time for the hospitality industry in an effort to make the transition to a smoke-free Minneapolis a smooth one,” said Greg D. Ortale, President and CEO of the Greater Minneapolis Convention & Visitors Association.



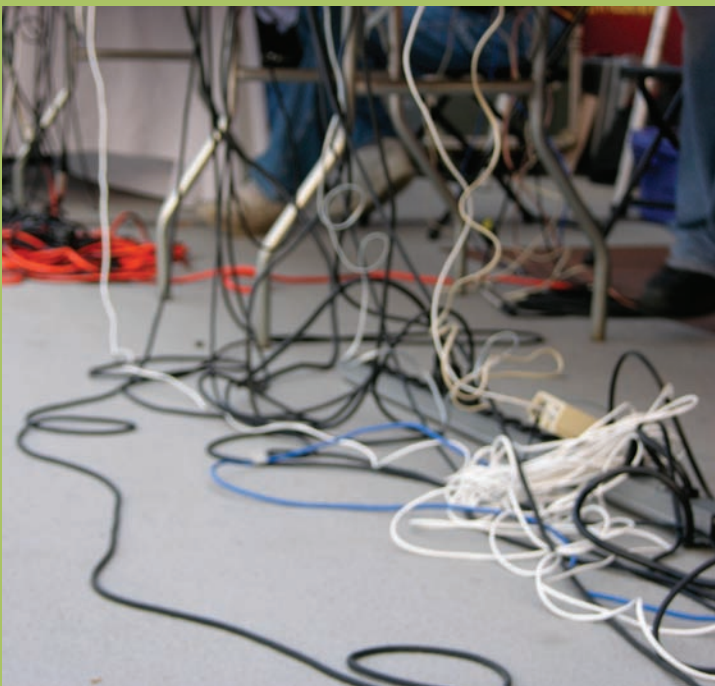
KWLM FM Willmar

KWLM broadcast live from the busiest corner in town to raise money for the Kandiyohi County Food Shelf. On Air Personalities Tim Burns and Todd Bergeth spent the entire day raising both food and cash donations. The event lasted from six in the morning until seven at night and raised over \$15,000!

Cities 97 KTCZ FM Twin Cities

Since its inception in 1989, the Cities Sampler has caused near pandemonium among music fans trying to get a copy. The sampler, a compilation of artists performing live on-air, is famous for record-breaking sales, sold out in under four hours and raised over \$600,000 which was distributed directly to Minnesota charities.

The following charities benefit from the sampler: Camp Heartland, Make a Wish Foundation, Humane Society for Companion Animals, Bridging, Inc., YMCA, Wildcat Sanctuary, Habitat for Humanity, School Arts Project, Greater MPLS Crisis Nursery, STEP, St. Louis Park Emergency Food Shelf, Cheerful Givers, Chrysalis Kaleidoscope, TC Underground, Alzheimer's Association of Minnesota, Autism Society of Minnesota, Angel Foundation - MN, Oncology Hematology Foundation, Helping Paws Inc., Tix for Tots, March Of Dimes -MN, Hope Chest, Homeward Bound Inc, Elderberry Institute, and Second and Harvest Heartland



STORMAID: River of Relief

On September 9, 2005, over 150 radio stations across the State of Minnesota held an unprecedented joint broadcast to raise money to support the American Red Cross' efforts for victims of Hurricane Katrina. The broadcast raised \$764,500.

Nineteen of the Twin Cities based radio stations had morning and midday personalities broadcasting live from the Washington Avenue pedestrian bridge over the Mississippi River in Minneapolis. The bridge connects the east and west banks of the University of Minnesota. Many outstate stations joined the broadcast through live updates via the Minnesota News Network and other means.

During the Friday broadcasts, listeners heard a variety of interviews from volunteers, experts from the American Red Cross, the University of Minnesota and more.

Jim du Bois, President/CEO of the Minnesota Broadcasters Association said, "We are gratified by the generous response from our listeners and viewers and are overwhelmed by broadcasters' willingness to put aside their competitive differences and unite for such an unprecedented event. Special thanks are due Clear Channel and its local market employees for the idea to broadcast from a bridge over the Mississippi as well as their tireless work coordinating and executing the radiothon. Thanks also to the University of Minnesota and its staff for making its facilities available for the radiothon on very short notice."

"This was an amazing show of unity by Minnesota radio stations to aid the victims of Hurricane Katrina," said Dan Seeman, Vice President/General Manager of Minnesota Clear Channel Radio Stations. "It demonstrates the power of radio and the compassion of Minnesotans."





Spokespersons and Experts

Michael Campion, *Minnesota Commissioner of Public Safety*
 Sam Cooke, *MN State Emergency Operations Center through Homeland Security*
 Jim du Bois, *President/CEO, Minnesota Broadcasters Association*
 Jacqueline Getty, *Public Relations Manager, Greater Twin Cities United Way*
 Fran Heitzman, *Founder, Bridging, Inc*
 Soren Jenson, *Director of Health & Safety and Marketing, Minpls.Red Cross*
 R.T. Rybak, *Mayor of Minneapolis*
 Col. Dennis Shields, *Special Assistant to the TAG, Minnesota National Guard*
 Kevin Smith, *Department of Public Safety*
 Rick Sutherland, *American Red Cross Disaster Relief Volunteer*

U of M Experts

John Anfinson, *Ph.D. in History U of M, and historian with the National Park Service*
 Sue Banovetz, *CLA External Relations, Mayor of Vadnais Heights, former American Red Cross Disaster Public Affairs Officer*
 Robert Bruininks, *University of Minnesota President*
 Ed Foster, *Economics Department*
 John Finnegan, *Professor and Interim Dean, School of Public Health*
 Carolyn Garcia, *post-doc fellow from the School of Nursing*
 Gloria Leon, *Psychology Department*
 Judith Martin, *Director of Urban Studies Program*
 August Nimtz, *Political Science Professor*
 Joan Patterson, *Associate Professor*
 Akshay Rao, *Carlson School of Management*
 Ed Schiappa, *Chair of Communication Studies*
 Earl Scott, *Chair of the Department of African American and African Studies, Faculty with the Department of Geography*
 Ben Senauer, *Applied Economics Professor and co-director of the Food Industry Center*
 Betsi Sherman, *Athletics Department*
 Eileen Sivert, *Department of French and Italian*
 Matt Simcik, *Assistant Professor, U of M School of Public Health*
 Dick Skaggs, *Geography Department*
 Andrew Whitman, *Carlson School of Management*

On the Bridge

KCMP FM/89.3
KDIZ FM/1440
KDWB FM/101.3
KEEY FM/102.1
KFAN AM/1130
KJZI FM/100.3
KLBB AM/1400
KLBP AM/1470
KNOW FM/91.1
KQQL FM/107.9
KQRS FM/92.5
KSJN FM/99.5
KSTP AM/1500
KSTP FM/94.5
KTCZ FM/97.1
KTIS AM & FM/900 & 98.5
KTNF AM/950
KTTB FM/96.3
KUOM AM/770, FM 106.5/100.7
KXXR FM/93.7
KZJK FM/104.1
WCCO AM/830
WFMP FM/107.1
WGVX FM/WGVY FM/WGVZ FM 105.1,
105.3, 105.7
WLTE FM/102.9
WWTC AM/1280



MNN Satellite Feed

KCLD-FM (St. Cloud)
KZPK-FM (St. Cloud)
KCML-FM (St. Cloud)
WHMH (St. Cloud/Sauk Rapids)
WBHR (St. Cloud/Sauk Rapids)
WVAL (St. Cloud/Sauk Rapids)
WWJO (St. Cloud)
KMXK (St. Cloud)
KLZZ (St. Cloud)
KKSR (St. Cloud)
WJON (St. Cloud)
KLCH-FM (Lake City)
KWNG-FM (Red Wing)
KCUE- AM (Red Wing)
KOZY (Grand Rapids)
KMFY (Grand Rapids)
KNUJ-AM (New Ulm)
KNUJ-FM (New Ulm)
KGHS (International Falls)
K104 (International Falls)
KDMA (Montevideo and Granite Falls)
KMGM (Montevideo and Granite Falls)
KKRC (Montevideo and Granite Falls)
KDAL-AM (Duluth)
KVKK (Verndale/Wadena County)
KXXX (Hubbard County)
KPRM/KDKK (Hubbard County)
KAKK (Cass County)

WWWI-AM (Brainerd/Baxter)
WWWI-FM (Brainerd/Baxter)
KMHL (Marshall/Springfield)
KARL (Marshall/Springfield)
KARZ (Marshall/Springfield)
KNSG (Marshall/Springfield)
KKCK (Marshall/Springfield)
KKCQ-AM (Fosston/Bagley)
KKCQ-FM (Fosston/Bagley)
KKEQ-FM (Fosston/Bagley)
WXRQ (Little Falls)
KLTF (Little Falls)
KFML (Little Falls)
KAUS (Austin/Southern MN,
Northern Iowa)
KTOE (Mankato)
KKWQ (Warroad/Roseau)
KRWB (Warroad/Roseau)
KXRA-AM (Alexandria)
KXRA-FM (Alexandria)
KXRZ-FM (Alexandria)
KROX-AM (Crookston)
KCAJ-FM (Roseau)
KWOA (Worthington)
KASM (Albany)

Streaming Feed

WTIP (NE Minnesota)

KIKV (Alexandria)
KULO (Alexandria)
KKJM (St. Cloud)
KRCQ (Detroit Lakes)
KRWC (Buffalo)
KKOJ (Jackson)
KRAQ (Jackson)
KKLN (Willmar)

On Delay

KFIL (Rochester)
KSKK (Minneapolis)
KKCB (Duluth)
KBMX (Duluth)
KLDB (Duluth)
WEBC (Duluth)
KBMW (Wahpeton ND)
KBHP (Bemidji)
KKZY (Bemidji)
KLLZ (Bemidji)
KBUN (Bemidji)
KQAD (Luverne)
KLQL (Luverne)
KSCR (Benson)
KBMO (Benson)
KLCI (Minneapolis)
KBEW (Blue Earth)
KRJB (Ada)
KLOH (Sioux Falls)

KISD (Sioux Falls)
KJOE (Sioux Falls)
KLKS (Breezy
Point)
KKOK (Morris)
KMRS (Morris)
KLGR (Redwood
Falls)
KRCH (Rochester)
KMFY (Rochester)

“We are gratified by the generous response from our listeners and viewers and are overwhelmed by broadcasters’ willingness to put aside their competitive differences and unite for such an unprecedented event.”

Jim du Bois, President/CEO
Minnesota Broadcasters Association





**American
Red Cross**

Minneapolis Area Chapter

Your Local Address For Help

1201 West River Parkway
Minneapolis, MN 55454-2020

Phone: (612) 871-7676

Fax: (612) 872-3200

www.mplsredcross.org

November 18, 2005

Jim DuBois
MN Broadcasters Association
3033 Excelsior Blvd
Minneapolis, MN 55416-4688

Dear Jim:

On behalf of the American Red Cross, thank you for raising \$764,500.00 received by us on 11/2/2005 in support of Hurricane Katrina #4993. Your gift allows the American Red Cross to respond to national disasters such as devastating hurricanes, tornadoes and floods.

With your assistance, the American Red Cross is reacting to devastating disasters with five points of response: emergency and supplemental food aid, water and sanitation, vaccination and health care, immediate family supplies and psychosocial assistance. The Red Cross is helping to meet both immediate needs and lay a foundation for the long term of those affected through trained disaster volunteers. They provide food, emergency housing and trauma counseling for victims and relief workers alike.

Your generosity makes these efforts possible, and we are grateful for your gift. If you have any questions, please feel free to contact me and I'd be happy to help.

With kind regards and sincere thanks,

Melanie Ewald

Melanie Ewald
Donor Relations Manager
612-872-3207

Please note that no goods or services were provided to you by the American Red Cross in conjunction with your contribution. Please retain this letter for tax purposes.



More Hurricane Katrina Relief from Around Minnesota

KROX *Crookston*

KROX Radio in Crookston collected goods for the evacuees of the hurricane. In a span of just eight hours, the station was able to fill a truck and raised the finances to send it to Mississippi. In addition, KROX ran at least 10 public service announcements for the Red Cross and Salvation Army.

KXRA/KX92/KXRZ *Austin*

When Hurricane Katrina hit, KXRA/KX92/KXRZ hosted a totally local one-day telethon that raised a total of \$45,713 for the Red Cross and Salvation Army. Guests included the Governor of Minnesota, three local State Legislators, the mayor and more!

KLFD *Litchfield*

KLFD served as a collection site for “Kids of Katrina”. Items included coloring books, games, toys, stuffed animals, baseball bats and balls.

KDUZ/KARP *Hutchinson*

KDUZ and KARP aired the live feeds from StormAid and posted the related info on their website. The stations also aired news and information of local efforts and aired PSA’s.

KKOK/KMRS *Morris*

KKOK/KMRS aired PSA’s from the Red Cross and Salvation Army at a rate of 12 per day. The stations also participated in StormAID through the Minnesota News Network’s feed.

KKWQ/ KRWB *Warroad/Roseau*

KKWQ in Warroad and KRWB in Roseau both participated in the StormAID broadcast. They aired the feed live and in addition, used their website to donate directly to the Red Cross.

The stations went a step further by airing a special cut of “Listen to Your Heart”. The song was re-cut with victims of Katrina telling their stories. Before and after the song was played, the toll free number for the Red Cross was given.

In addition, KKWQ and KRWB helped their clients provide support to the victims by offering them free air time to help publicize their efforts.

KBEM *Twin Cities*

KBEM aggressively drove listeners to the StormAID pledge number and MBA website every 10 minutes. In addition, KBEM broke into automated pre-produced programming with updates and pitches for the project. Plus, updates on the project were sent to E-News subscribers totaling \$2,500.

KKIN AM/FM *Aitkin*

KKIN in Aitkin hosted a live, on-the-air telethon in which general manager Terry Dee stayed on the air for a total of 30 hours straight! After setting a goal of \$20,000, the station was astonished to raise over \$60,000!

Those involved with the radiothon included the mayor, sheriff, and local musicians, as well as Senators Norm Coleman and Mark Dayton.

Pine to Prairie Broadcasting, Inc *Fosston*

All three stations aired the Minnesota Broadcasters feed, while local announcers repeated the phone numbers and links were placed on their websites.

Immediately after the hurricane hit, phone numbers were broadcast to the American Red Cross, Salvation Army and FEED the Child.

They also promoted several area activities such as prayer gatherings and fundraisers, and in some cases even aired the events live!

In an ironic turn of events, a woman who had just moved up to Bagely, MN from Louisiana, spearheaded a fundraiser. She was interviewed on both FM stations.

KOZY *Grand Rapids*

Broadcasting on the mouth of the Mississippi River, KOZY felt compelled to broadcast from the river that Friday morning. While on the air during the morning show, many generous listeners contributed. Some even slowed down their cars and handed money out the window!



KMSU Radio Receives First-Ever National Broadcasters Award for College Public Service

KMSU 89.7 FM Radio was selected to receive the prestigious College Radio Service to America Award from the National Association of Broadcasters Education Foundation.

The public radio station of Minnesota State University- Mankato received the award for its extensive local public-service activities, including “Human Race Radio”, Toys for Tots and its student Southern Minnesota News and high school news projects. KMSU was the first and only station in the nation selected for the College Radio Service to America Award.

“We are delighted to recognize KMSU for its exemplary work on behalf of your local community,” said Michelle Duke, diversity services and development director for the Washington, D.C.-based foundation.

The award was presented to KMSU representative Karen Wright during the foundation’s Service to America Summit Monday, at the Ritz-Carlton Hotel in Washington, D.C. In addition to the KMSU award, former President Bill Clinton received the foundation’s Leadership Award at the ceremony.

KMSU annually provides more than 420 hours of free air time for organizations and causes – equivalent to nearly 18 24-hour days of local public service programming, valued at \$21,000 annually. Last year the station interviewed 300 community and university guests.

The award is based on KMSU’s extensive community service advocacy and programming. KMSU focuses on diversity issues with its acclaimed “Human Race Radio” series and other individual programs. In cooperation with the local Marine Corps Auxiliary it collects Toys for Tots, and provides detailed local and campus news coverage through its extensive high school and college student news programs.

KMSU provides communications opportunities to numerous other Mankato organizations, including the Council for Local Organizations and Volunteer Efforts (CLOVE); the American Red Cross, Salvation Army, Food Shelf and other area groups that collected money and goods for Katrina and Asian tsunami relief.

KMSU operates with two full-time staff members, 12 student workers and 35 volunteers. Jim Gullickson is the station’s manager and program director, and Karen Wright is the operations director.

The Service to America Awards recognize the efforts of local broadcasters who keep the public informed in times of need, partner with community groups to disseminate important messages, sponsor events and drives for charities and volunteer personal time to activities that enrich the lives of viewers and listeners.



April 18, 2006

Ms. Karen Wright
Operations Director
KMSU
205 AF Minnesota State Mankato
Mankato, MN 56001

Dear Ms. Wright:



Congratulations to you and the rest of the staff at KMSU for winning a 2006 NABEF Service to America Award. Your station was selected to receive the very first College Radio award. We are delighted to recognize your station for its exemplary work on behalf of your local community.

The award will be presented during our Service to America Summit on Monday, June 12th in Washington, D.C. at the Ritz-Carlton hotel.

The event will begin at noon with a luncheon recognizing the 2006 class of the Broadcast Leadership Training program. A mandatory rehearsal will follow at 2 p.m.

We are pleased to invite one person from your station to attend the Summit as our guest. NABEF will provide round-trip airfare, hotel accommodations, and two complimentary admissions for the symposium and banquet. (We can provide additional admissions for the events at a cost of \$500 per person if you wish to bring others at the station's expense.) Please refer to the attached winner's checklist for more information.

Again, congratulations on a job well done.

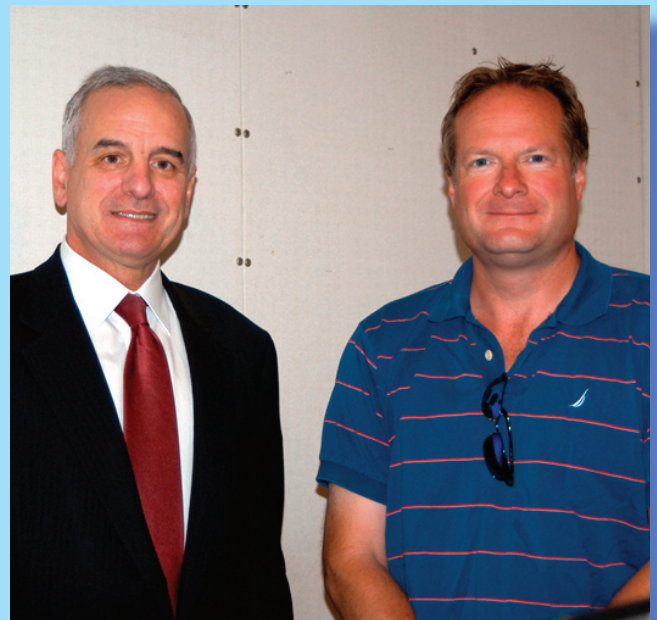
Access Minnesota

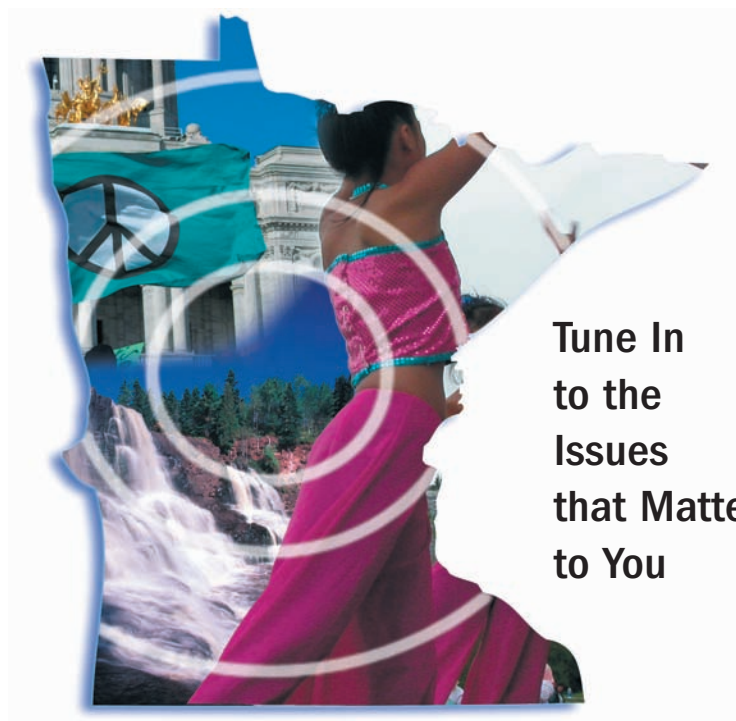
In 2005, the Minnesota Broadcasters Association continued to offer its members *Access Minnesota*, a high quality public affairs radio program.

Close to fifty stations from around the state ran the half-hour weekly show. Topics included everything from Minnesota tourism and energy prices to agriculture and smoking bans.

Access Minnesota is hosted by CEO/President of the Minnesota Broadcasters Association Jim du Bois and is produced at the University of Minnesota. In a unique partnership, student volunteers from the School of Journalism and Radio K provide *Access Minnesota* with content. In exchange, the MBA provides Radio K with a seasoned news professional, Ken Stone.

“It’s hard to quantify how valuable working on these show is for our students,” said Stone. “While there are a lot of terrific opportunities in newsrooms around the Twin Cities, very few give students the hands-on experience that *Access Minnesota* does.”





Each week, **Access Minnesota** brings you University of Minnesota faculty experts, the state's political leaders and other notable newsmakers for an in-depth look at timely issues. From the State Legislature to Iraq to the environment to popular culture, Access Minnesota keeps you well informed. **Access Minnesota ... Issues that Matter to You.**

Access Minnesota is produced in collaboration with:



COLLEGE OF LIBERAL ARTS
UNIVERSITY OF MINNESOTA



Heard on these stations:

KIKV 100.7 FM Alexandria
KXRA 1490 AM Alexandria
KBMO 1290 AM Benson
KSCR 93.5 FM Benson
KLKS 104.3 FM Breezy Point
KSMM 1530 AM Chaska
KROX 1260 AM Crookston
KDLM 1340 AM Detroit Lakes
KDAL 610 AM Duluth
KRBR 102.5 FM Duluth
KTCO 98.9 FM Duluth
WDSM 710 AM Duluth
WGEE 970 AM Duluth
KMFY 96.9 FM Grand Rapids
KOZY 1320 AM Grand Rapids
WNMT 650 AM Hibbing
KARP 1260 AM Hutchinson
KKOJ 1190 AM Jackson
KDOG 96.7 FM Mankato
KRRW 101.5 FM Mankato
KXAC 100.5 FM Mankato
KDWB 101.3 FM Minneapolis
KEEY 102.1 FM Minneapolis
KFAN 1130 AM Minneapolis
KMNV 1400 AM Minneapolis

KQQL 107.9 FM Minneapolis
KTCZ 97.1 FM Minneapolis
KTLC 100.3 FM Minneapolis
KTNF 950 AM Minneapolis
KUOM 770 AM Minneapolis
KXFN 690 AM Minneapolis
KUMM 89.7 FM Morris
KJOE 106.1 FM Pipestone
KLOH 1050 AM Pipestone
KLCI 106.1 FM Princeton
WQPM 1300 AM Princeton
KLGR 1490 AM Redwood Falls
KOLM 1520 AM Rochester
KROC 1340 AM Rochester
KNSI 1450 AM St. Cloud
KVSC 88.1 FM St. Cloud
WDGY 630 AM St. Paul
WMIN 740 AM St. Paul
KLBB 1220 AM Stillwater
KSRQ 90.1 FM Thief River Falls
KTRF 1230 AM Thief River Falls
KKWQ 92.5 FM Warroad
KWLM 1340 AM Willmar
KKLN 94.1 FM Willmar
KWOA 730 AM Worthington

 *Bringing Community Service Home*



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